

**ECONOMIC DEVELOPMENT DEPARTMENT
ACTIVITIES FOR THE MONTH OF
March, 2013**

Inquires/Appointments/Successes

The EDO's efforts to recruit and maintain existing businesses continue with:

- ✓ 23 pending prospects.
- ✓ 2 new projects reviewed.
- ✓ 2 site visits and presentations.
- ✓ 7 research requests – LexisNexis; CoStar; web.
- ✓ 3 appointments with prospects, their representatives or realtors.

Meetings

- ✓ National Level
 - International Warehouse Logistics Association Trade Show
- ✓ State Level
 - Urban Land Institute
- ✓ Regional Level
 - Southwest Florida District Council ULI
 - Southwest Regional Manufacturers Association
 - Southwest Florida Brownfield Summit
 - Southwest Florida Water Management District
 - Southwest Florida Workforce Development
 - SW FL Workforce Development Program & Planning Committee
 - Suncoast Technology Forum Board Meeting
- ✓ Local Level
 - Directors' Meetings, Staff Meetings
 - Meetings with Commissioners, Administration and the Attorney's Office
 - BCC Board Meetings and PreAgenda Meetings
 - Charlotte Harbor CRA Advisory Committee
 - Enterprise Charlotte Economic Council
 - Charlotte County Industrial Development Authority
 - County Budget Office
 - Charlotte County Airport Authority
 - Entrepreneurial Support Organization
 - TAC/MPO
 - Greater Port Charlotte Street and Drainage
 - Charlotte County Chamber
 - Punta Gorda Economic Development Task Force
 - Charlotte County Community Development
 - Charlotte County Community Services
 - Real Estate Services
 - Health Insurance Focus Group
 - Leadership Charlotte
 - Grants Training – County Fiscal Office
 - Edison College
 - Charlotte County Schools

Presentations/Newspapers/Magazines

- ✓ Media Blasts: Southwest Florida Regional Technology Partnership 5th Annual Awards Gala; ULI Florida Summit Keynote Speaker Announcement; Southwest Florida Economic Development Basketball
- ✓ Presentations: Parkside Community Meeting & Charlotte Harbor Community Meeting/Enterprise Zone

Office Activities

- ✓ Website updates: Data collection included monthly housing trend chart, vacancy rates, sales tax, lease information, median home prices, unemployment stats, residential and commercial building permits, added/deleted economic development events. Updated social media sites and calendar. Changed background on all pages.
- ✓ Prepared and circulated monthly department newsletter.
- ✓ Prepared Agenda, Minutes and coordinated meetings for the Charlotte Harbor CRA Advisory Committee and Charlotte Harbor Community Meeting.
- ✓ Reviewed and updated Charlotte County property listing profiles for on-line commercial property database.
- ✓ Reviewed and updated Demographic Profile.
- ✓ Reviewed newspaper and posted articles relevant to the EDO on its website.
- ✓ Reviewed relevant company notices in LexisNexis.
- ✓ Researched and prepared direct mail lists; NAICS codes for destination cities. Updated site selector contact list and incorporated it into Constant Contact.
- ✓ Worked with Marketing Alliance on new logo, video and new marketing campaign.
- ✓ Fine-tuned/updated marketing brochures for ECAP, Enterprise Zone, Murdock Village and Charlotte Harbor.
- ✓ Worked with Harbor Style magazine on upcoming EDO/ECEC article.
- ✓ Follow-up discussion re Regional Microloan Program for the area.
- ✓ Continued to notify and dispense Rays Spring Training Suite ticket to advisory board volunteers. Hosted the Enterprise Florida, Chambers, SW Florida Workforce Development and Regional EDCs.
- ✓ Facilitated a County tour with representatives from Enterprise Florida.
- ✓ Continued to market the local Economic Gardening program for emerging second-stage companies in Charlotte County. Attended the ECEC March 7 luncheon meeting to discuss the program and recruit participants.
- ✓ Facilitated the quarterly meeting of the Entrepreneurial Support Organization and finalized the presentation for the May 2 ECEC luncheon and the survey for small businesses and the development of a Proclamation for May14 BCC meeting.
- ✓ Member of the Urban Land Institute State Summit local arrangements committee which is developing programs for the June 6/7 State conference to be held in Naples. The State Summit will provide an opportunity to showcase development opportunity in Charlotte County to developers from outside of the local area.
- ✓ Worked with ECAP property owners on Certified Site qualifications.

Research and Policy Initiatives

- ✓ Continued to work on EDO policies, strategic plan and marketing.
- ✓ Continued working with local commercial land developers regarding land trades.
- ✓ Microloan program - continued to provide support to the discussion regarding the opportunity to develop a microloan program for small businesses.

Charlotte Harbor CRA

- ✓ Harbor Walk Project – Worked with Administration to coordinate with FDOT to allow this project to be advanced. Permits in place pending FDOT approval to begin construction. Staff will continue to monitor and discuss other strategies to move the project forward.
- ✓ Prepared the presentations and facilitated the March 7 Community Meeting. Over 50 people attended. Topics covered at the meeting included a presentation on proposed changes to the Future Land Use Map and Land Development Code plus an overview of current projects.
- ✓ Bayshore Live Oak Park – attended a site visit to the park with Community Services staff to discuss additional improvements. Continued to coordinate with Community Services and Facilities to complete approved projects in Bayshore Live Oak Park. Oversaw the tasks of the Bayshore Live Oak Park Special Events Coordinator.

- ✓ Advisory Committee – Facilitated the March 4 Charlotte Harbor CRA Advisory Committee meeting which included a discussion on topics for the March 7 Community meeting, finalization of the changes to the Rules and Procedures and prepared the Novus Agenda item for April 23 Board of County Commissioners meeting.
- ✓ Completed the 2012 Annual Report, filed it with the Board of County Commissioners and prepared the public notice.
- ✓ Continued to facilitate discussions regarding opportunities for private/public partnerships in the Riverwalk area of Charlotte Harbor CRA.
- ✓ Prepared and submitted a Request for Proposal regarding Phase IB of the Harbor Walk Project in Charlotte Harbor CRA.
- ✓ Prepared and submitted a Letter of Interest for the survey and design work for Phase I of the Trails and Wayfinding Project – Parmely Street.
- ✓ Prepared data for Traffic Impact Analysis for the Riverwalk area being developed by Community Development.
- ✓ Attended the Greater Port Charlotte Street and Drainage MSBU meeting. Funding was approved for \$50,000 for 3 additional drainage improvement projects in the area.
- ✓ Attended the BPAC meeting to provide an update on projects in the Charlotte Harbor CRA.
- ✓ Prepared agenda and back ground materials for the April 16 workshop with the BCC and Charlotte Harbor CRA Advisory Committee.
- ✓ Prepared updates to the Charlotte Harbor CRA Website.

Murdock Village CRA

- ✓ Met and provided information on Murdock Village to two interested party.
- ✓ Prepared updates to the Murdock Village Website.
- ✓ Finalized the 2012 Annual Report, filed it with the Board of County Commissioners and prepared the public notice.
- ✓ Met with a newspaper report to provide a historic overview of Murdock Village.
- ✓ Compiled information from SWFWMD on an ERP application that was submitted in 2006.
- ✓ Coordinated the development of a one page flyer on Murdock Village.

Parkside CRA

- ✓ Finalized the 2012 Annual Report, filed it with the Board of County Commissioners and prepared the public notice.
- ✓ Attended an internal staff meeting with various departments that are involved in Parkside projects.
- ✓ Participated in interviews to fill the Planner II position in Community Development Department.
- ✓ Attended the monthly meeting to fund the Cultural Center renovation.

Enterprise Zone

- ✓ Presented the Enterprise Zone information at the March 21 Parkside CRA Community meeting.
- ✓ Facilitated the distribution of Enterprise Zone materials throughout the County.